

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

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| In Re the Application of: I. BENTOLILA et al. |) | |
| Serial No.: 10/043,714 |) | Examiner: Nguyen Ba, Hoang Vu A. |
| Filed: January 9, 2002 |) | Group Art Unit: 2421 |
| |) | Confirmation No.: 6438 |
| For: SYSTEM, METHOD, AND SOFTWARE |) | |
| APPLICATION FOR TARGETED |) | Response to Office Action |
| ADVERTISING VIA BEHAVIORAL MODEL |) | dated October 8, 2008 |
| CLUSTERING, AND PREFERENCE |) | |
| PROGRAMMING BASED ON BEHAVIORAL |) | |
| <u>MODEL CLUSTER</u> |) | |

**RESPONSE TO OFFICE ACTION DATED OCTOBER 8, 2008 AND PETITION
FOR ONE MONTH EXTENSION OF TIME**

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Dear Sir:

Applicant hereby replies to the Office Action October 8, 2008, in the above-referenced patent application. Attached hereto are the following additional documents, if any: (none). Reexamination and allowance of all claims is respectfully requested in view of the following amendments and remarks. No new matter has been added.

Applicant hereby petitions for a one month extension of time from January 8, 2008 to February 9, 2009 (being that February 8, 2009 is a Sunday), to respond to the Office Action. An extension fee in the amount of \$120.00 is being paid via credit card. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any

additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

Amendments to the Claims begin on page 3 of this paper.

Remarks begin on page 10 of this paper.